



HOW TO BE YOUR MOST AWESOME & HAVE AWESOME PATIENTS

| BY JUDY KAY MAUSOLF | PRESENTED BY CARECREDIT

Many factors contribute to a practice's success. One of the most important is the team and how they interact with patients. If the team is energized, empowered and encouraging, patients literally feel it. And they react to it – positively – by being more open to treatment recommendations and becoming long-term, loyal patients who refer friends and family. The question is, how can the team be their most awesome every day despite any challenges or people who are put in their path? The answer lies in four incredibly important words. These four words are your Awesome Life Standards. It takes introspection to create your own Awesome Life Standards, but once you've done so, you have a foundation for how you choose to live your life—rather than having it defined by others. Of course, no one is perfect, but everyone has the ability and power to be their most awesome. Especially you. Get ready and let's Wake Up Your Awesome!

WHAT ARE YOUR AWESOME LIFE STANDARDS?

It's going to take a little soul searching to define your Awesome Life Standards. Don't just be task oriented (as most of us are). Give it serious thought. To get you started, fill in the following blank: when people describe me, I love it when they call me _____. There are many words you could use to fill in the blank: courageous, thoughtful, kind, generous, fun, loving, encouraging, insightful and adventurous—just to name a few.

To give you more insight, I'll share my very own personal Awesome Life Standards.

#1: *First, and most importantly, I want to be a lifter.*

I want to make sure that every single interaction I have with people is a positive interaction, and they walk away happier and more encouraged.

#2: *Second is my commitment to being authentic.*

I want to be the best version of me, not a copy of someone else—even someone I greatly admire. Being the best me is easier because there's no competition—there's only one me.

#3: *My third Awesome Standard is happy.*

It's so important to be happy with what I do. Otherwise, I lose my enthusiasm and passion.

#4: *And finally, I want to be committed and make sure that when I make a promise, I follow through.*

Take time to define your four core words, because these will help guide your attitude and actions when life happens.

LIVE YOUR AWESOME STANDARDS

Once you've created your personal Awesome Life Standards, write them down. And don't just tuck them in a drawer where you will forget about them. If you do, you'll lose all the power that these four amazing words can have in your life. Instead, print them out on beautiful stationery and frame them. Then, place them where you can see them each and every day.

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MEET THE AUTHOR

Judy Kay Mausolf, owner and president of Practice Solutions Inc, is a dental practice management

coach, speaker and author. She is a member of the National Speakers Association, Academy of Dental Management Consultants, and Director of Sponsoring Partners for the Speaking Consulting Network and has authored two books: *TA-DAH! Get Happy in 5 Seconds or Less* and *Rise & Shine; An Evolutionary Journey to Get Out of Your Way and On Your Way to Success.*

...“HOW TO BE AWESOME” CONTINUED

Some people choose to have several framed copies of their personal Awesome Life Standards. They place them at their bedside table, in their car and on their desk to have a constant reminder throughout the day of who they are proactively choosing to be in good times and when there’s stress. We can all agree that in a busy practice, there’s always stress.

AWESOME LIFE STANDARDS FOR THE TEAM

The power of Awesome Life Standards can also be applied to the dental team as a whole. The team, including the doctor, can brainstorm and decide what four core words and values they want the practice to live by, to give patients the best experience possible. These words will help you define your processes, your services, how you communicate with each other and with patients and, ultimately, your success. Again, I encourage you to take time to make sure that everyone agrees upon the words your team choose, because these are the four words that should influence how each individual acts despite the day-to-day circumstances. For example, if one of your Awesome Life Standards is “problem-solvers”, every team member must seek to provide solutions to patients’ clinical,

emotional, financial, and other life problems as it relates to their care. So, when Mrs. Jones comes in with a broken tooth and is concerned about cost because of another financial priority, providing financing solutions through a third-party financing company would be a solution to offer. If one of your Awesome Life Standards is positivity, then gossip and negative comments about even the day’s “interesting” patients are no longer welcome in your practice.

Once the team and doctor have defined the practice’s Awesome Life Standards, print and frame them for everyone to see. Because they define what’s important to the practice, these Awesome Life Standards give the team the tools to make decisions in the heat of the moment.

You may have heard the phrase “your attitude determines your altitude.” Your personal and practice Awesome Life Standards are a powerful way for you to choose your attitude and achieve new heights. It may take some time and thought. But it will positively impact you personally, your team and how you communicate and interact with each other and patients and, ultimately, the success of the practice. ■

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“I like to re-read past issues in bed at night.”

“Old-school is how I roll.”

“I have a collection.”

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